# Applied Data Science Capstone : Coursera

## Tanish Ghosh

## Introduction

The Brihanmumbai Electricity Supply and Transport (BEST) (also known as the Bombay Electric Supply & Transport, the official name until 1995) is a civic transport and electricity provider public body based in Mumbai, Maharashtra, India. It was originally set up in 1873 as a tramway company called "Bombay Tramway Company Limited".

In 1926, BEST became an operator of motor buses. In 1995 the organisation was renamed "Brihanmumbai Electric Supply & Transport (BEST)" alongside Bombay was renamed to Mumbai. It now operates as an autonomous body under the Municipal Corporation.

BEST operates one of India's largest fleets of buses. The bus transport service covers the entire city and also extends its operations outside city limits into neighbouring urban areas.

As of January 2015, the BEST has a fleet of 3337 buses. The fleet comprises 602 single-decker diesel buses, 2694 CNG buses, 40 AC Midi buses,1000 Non Ac Midi Buses, and 120 double-decker buses. All are tagged with a route number and its corresponding destination. BEST bus routes are spread citywide and to neighboring cities. BEST operates inter-city services to three areas beyond the municipal limits of Mumbai City; i.e., into the limits of the bordering corporations of Navi Mumbai, Thane, and Mira-Bhayandar.

Over 88% of the commuters in Mumbai use public transport. Mumbai has the largest organized bus transport network among major Indian cities.

Public buses operated by the Brihanmumbai Electric Supply and Transport Undertaking (BEST) carry over 3.67 million passengers each day.

The fact that all but the highest income households spend more per month on bus than on rail (see Table 4) reflects the fact that bus fares are higher, per kilometer traveled, than rail fares. At the time of our survey, a person commuting 15 km each way to work by bus paid a fare of Rs. 18 per day or Rs. 450 per month, assuming 25 workdays per month. A person commuting 15 km each way to work by rail paid Rs. 75 for a monthly pass—one-sixth the cost of the bus fare.7 Bus fares, per km, remain higher than rail fares today, although monthly bus passes are now available.

Bus stations are ideal locations for small businesses to set up shops, because hundreds or even thousands of people day and night come and go every day. Each person in this flow of foot traffic is a potential customer who might need a specific item or purchase on impulse while waiting for a bus or going somewhere after deboarding a bus.

## Business Problem

Commuters who travel by bus are often in a hurry and are in need of food that can be prepared and consumed fast in order to reach their destination quickly. Foods that attract busy people on the go include egg sandwiches, fries, pizza, burgers,microwaveable or cold prepared meals. The main objective of the project will be to find ideal spots in the city where fast food retail chains can be put up, aiming at the above demographic, thereby helping the owners of the outlets to extract maximum profits out of them.